

Daymond John, Entrepreneur



"If people haven't laughed at your dreams, then you aren't dreaming big enough, just keep pushing forward."

1 Do you know what an entrepreneur is? It is a person who creates and runs a business. Entrepreneurs are usually creative and come up with new ideas. They also are daring because they are willing to take a chance and lose money. But if they succeed, then the payoff is huge. They can make millions of dollars just like Daymond John.

2 Daymond John was born in Brooklyn, New York in 1969. From an early age, Daymond knew that he wanted to be an entrepreneur. He started out selling personalized pencils to his classmates. At age 10 he worked for \$2.00 an hour passing out flyers in his neighborhood. As he got older, he bought and sold cars.

3 But as much as Daymond loved selling things, he did not enjoy school. He struggled with reading and writing. As an adult he would be diagnosed with dyslexia. This is a learning disability where a person has a difficult time processing letters and sounds. People who have dyslexia have a hard time learning to read and write. Since school was difficult for Daymond, he decided not to go to college after he graduated from high school.

4 Daymond's first job was as a waiter for Red Lobster. He was working full-time. One day his mother asked him about his dreams. What did he want to do with his life? Daymond told her that he wanted to make clothing for young men like himself. His mother thought that this was a good idea and she taught him to sew wool hats.

He started selling the hats at concerts and neighborhood festivals. The hats were a hit.

5 His mother was so impressed with Daymond's hat making skills that she decided to help him start a business. In 1992, she took out a \$100,000 loan against her house to launch his business. Daymond named the business FUBU which stood for For Us By Us.

6 Daymond was busy. He still worked full-time at Red Lobster and then came home and worked in his mother's basement on FUBU. But things were taking off. He got people in the music industry to wear his brand in music videos. This got people to notice his clothing line. In 1996, FUBU was doing so well that he was able to quit working at Red Lobster.

7 As of 2020, FUBU has made six billion dollars in sales. The company makes t-shirts, hockey jerseys, and baseball hats. The company also designs the uniforms for the Harlem Globetrotters.

8 Today, Daymond is the CEO of FUBU. He is also an investor of the popular television show, *Shark Tank*. He has also worked hard to overcome his dyslexia and has written four books on business and achieving goals. He is also involved with organizations that deal with dyslexia, such as the Yale Center For Dyslexia and Creativity.

Name: _____

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1. How did Daymond's childhood impact his career choice?

2. How does paragraph 3 relate with paragraph 8?

3. What detail in the passage supports the fact that Daymond's mother believed in his clothing company?

4. What can you infer from the statement below?

He still worked full-time at Red Lobster and then came home and worked in his mother's basement on FUBU.
